

GREATEST CHANCE, JORDAN CALLS IT

Opportunity Unequalled for
American Merchants Is
Right Now.

REPLACING LOST IMPORTS

All Kinds of Business Has
Bright Future, Says
Jeffrey Man.

"Twenty-five years from now the children of the men who are leaders in business today will be commenting upon the fact that if their fathers had had foresight in 1914 they would have recognized in the present situation the greatest opportunity for business development and actual money making in the history of the world." In these words E. S. Jordan, sales manager of Jeffrey automobiles, recently reviewed the prospects before American commerce.

At his desk before me continued Mr. Jordan, "a list of 500 separate articles ranging in value from \$5,000 to \$100,000 which have in past years been imported exclusively from European countries into the United States. The cessation of these imports opens new markets to American manufacturers of similar products. Furthermore, American substitutes for all these European articles must be produced henceforth in America."

"For instance, do you know that we imported more than \$2,000,000 worth of handkerchiefs last year, \$2,000,000 worth of dress suits, \$1,000,000 worth of lace and embroideries, \$2,000,000 worth of linens, \$2,000,000 worth of yarn, \$1,000,000 worth of green or pickled sheep skins, \$2,000,000 worth of glove leathers, \$27,000,000 worth of diamonds, \$6,000,000 worth of toys and \$1,500,000 in dolls and parts of dolls?"

"When the ship was broken out every little town in Massachusetts had a half dozen shoemakers or cobblers pounding away at shoes each in his own separate shop. The war called these men to the front, and necessity, the mother of invention, forced the production of a shoe manufacturing machine. That made the great shoe industry of Massachusetts. The business of the Chicago stockyards doubled during the civil war, and the steel business of Pittsburgh came into its own during that period."

"The world, outside of the United States, may fight for months on its present supply of food, clothing and shoes, but this supply cannot last. These nations must look to the United States for food, clothing and shoes, not to mention a thousand other necessities of life. 'I mean yourself' in business, to a small town. You are operating a small general store. You are one of a half dozen other merchants in the same line of business. Your business has been more during the last few months. The general condition of the country has been one of depression. Suddenly all other merchants in your line of trade close their doors and go off into forty acres to fight tooth and nail. You are left absolutely in control of the market."

"This is the situation of the United States today. Since war was declared we have received from South America, and other countries of the world many inquiries for Jeffrey cars. Cars built along the lines of the Jeffrey have dominated the market in France last year, sold \$500,000 worth of cars in South America, Germany, \$2,000,000; Belgium, \$1,500,000; England and the United States sold next to nothing. Now the markets of European countries have been closed to South America. A large increased demand for Jeffrey cars is the result."

"It is with products of all classes. Right now you are wiser than on every corner and in every town in the land thinking of all the difficulties that will be to be overcome before this business is even. Think of the difficulties that will be to be overcome before any big project is opened. It is time for the live wire, the difficulties are what make business interesting. It is the morning and evening in the morning and evening in the morning. That is the fascinating thing about business. If it were not for the few obstacles that make life worth while we would all quit work."

"The greatest event in the history of the world is now occurring in Europe. The greatest business opportunity in the history of the world is now occurring in America. Twenty-five years from now our children are likely to be saying, 'I wish dad had had foresight in 1914.'"

ELEUTH "FOLLOWS UP" TIRES.

And Gets Business on Those in Need of Replacement.

"Follow-up" as it may be applied to the automobile tire business, is demonstrated by a firm of dealers in a Southern town to note what kind of a business which it handles, are showing signs of being worn so that a new casing is likely to be necessary. From his reports solicitation of business follows by telephone, call and letter. The campaign is proving successful, ninety casings having been sold the past week by these dealers to motorists thus advised of the condition of their tires.

These reports given to owners are appreciated too, because many motorists do not take into account the condition of their tires from day to day and are frequently embarrassed with tire troubles simply because they did not realize earlier that the tires needed replacement.

PERSONALS OF THE TRADE.

Senator Morgan a Ford Booster—

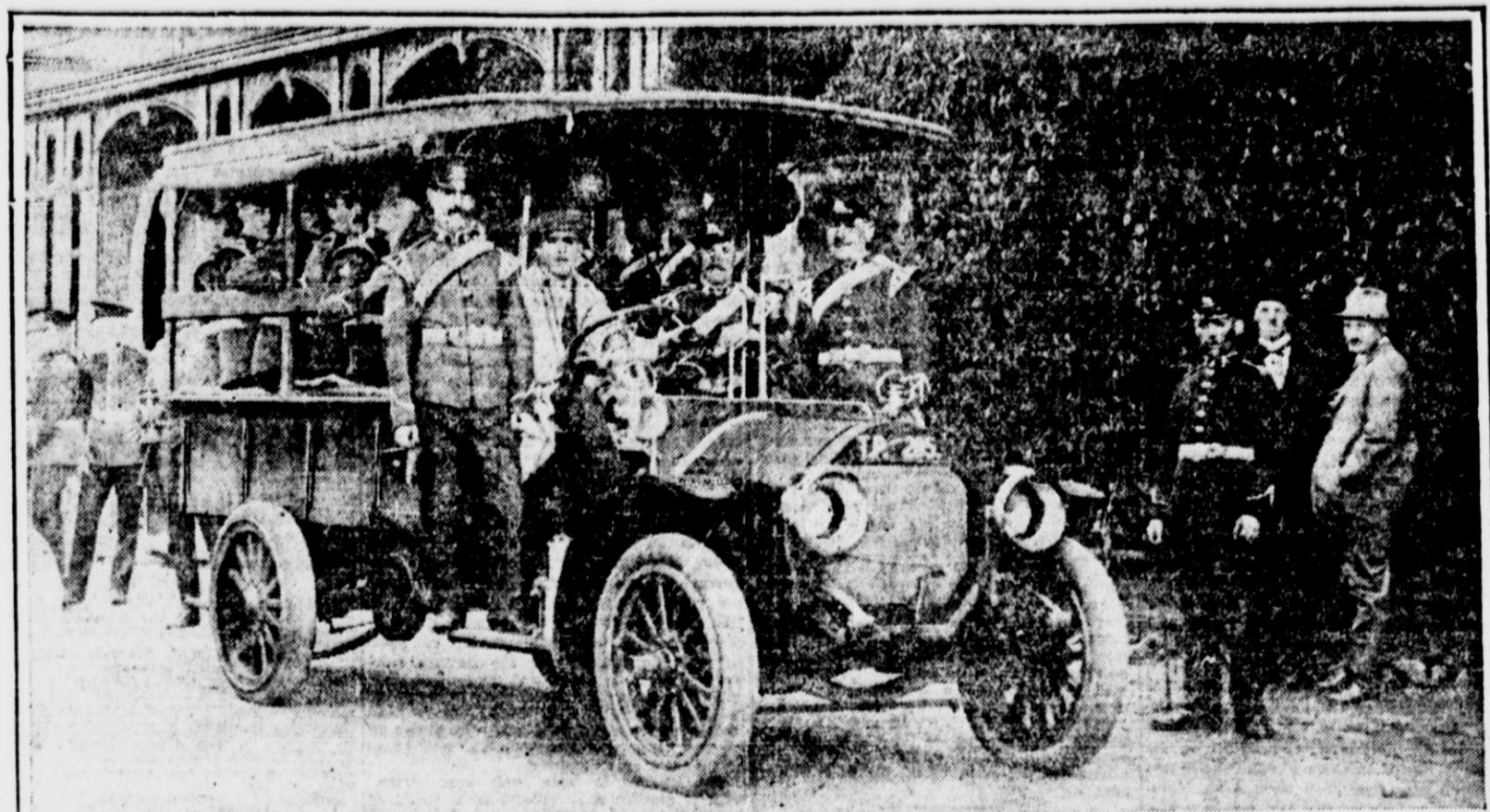
Henshaw With the Dodges. Guest Plaintiff, the New York manager for the Ford Motor Company, has become acquainted with W. J. (Senator) Morgan. Senator Morgan, who is a New York branch of a sort of general booster. His principal work will be in the sales department and incidentally to attend to the legal publicity.

For the last three months the Senator has been working on some shock absorber campaign, which the owners believe to be true.

C. S. Henshaw has been appointed by Dodge Bros., Detroit, as Boston representative. He is one of the pioneer motor car dealers. Henshaw represented the De Dion Bouton Motor Car Company and New York City during the '90s. In 1909 he became associated with the Thomas Motor Car Company, a New York representative, and later became manager of the New York branch. He joined the Packard Motor Car Company of Boston as sales manager about two years ago. From this position he has tendered his resignation to take effect October 1.

Walter A. Goss, who for the past several years has been a salesman with the Studebaker forces, has severed his connections with that concern to become affiliated with the New York branch of the Maxwell Motor Company.

BRITISH WAR DEPARTMENT BUYS OVERLANDS FOR COAST GUARD WORK



This automobile is one of twenty-two Overland cars delivered in August to the British War Department, according to word brought back here recently by John N. Willis, president of the Willis-Overland Company, when he returned from England. Together with a number of other cars of the same make already in service the new machines will be used for patrolling and guarding the coasts.

TO INSTALL ROTARY SYSTEM OF TRAFFIC

Police Department Will Try It
at Fifth Avenue and
57th Street.

HOW IT WILL BE MANAGED

Isles of Safety to Be Built to
Facilitate Working
of Plan.

New York city is to have a new plan of traffic regulation tried out at some of its congested crossings. Within a few days the Police Department's first experiment with the rotary system will be put in operation at Fifty-seventh street and Fifth avenue at the instigation of the Citizens Street Traffic Committee. The system was planned by William Phelps Eno, the traffic expert, and the scheme is to make the traffic at certain crossings move rotary fashion, as is now done at Columbus Circle, but of course on a smaller scale and within a smaller area. The Eno plan calls for five isles of safety, one at the exact intersection of the two thoroughfares and the four others placed in the center of the streets radiating from the central isle of safety. These four will be placed on a line with that used by pedestrians in crossing the streets. The curbs at the four corners will be rounded off more than at present in order to permit a longer radius, which is to be approximately forty-three feet. The traffic is to move continuously in a general circular direction, the cross-town traffic to weave into the up and down town traffic, as is done at the intersecting avenues of Columbus Circle.

Thus an automobile going south on Fifth avenue upon reaching Fifty-seventh street and desiring to proceed south will at first bear to the right until a circular island is obtained, swinging across the street, and then bearing to the left again to continue south on to Fifth avenue. In the meantime vehicles coming east through Fifty-seventh street will bear to the right and swing around into the traffic circle, which has the isle of safety for its center, then bearing to the left to continue east on Fifth avenue. In the center of the isle of safety is to be a crowd's nest where a traffic policeman will be stationed and from which he will direct traffic. A block system of signals also may be tried out. The traffic committee wishes to try out this plan just as much as it welcomes the experiment simultaneously with the moving traffic simultaneously in a number of blocks according to the block system regulating traffic.

Last July members of the Citizens Street Traffic Committee made a tour about Manhattan in two motor buses for the purpose of studying the matter of improving traffic conditions. A luncheon was held at the Automobile Club of the City following which Inspector Meyers, head of the police traffic squad; Lieut. Snyder of the traffic squad; William Phelps Eno, Robert Orlin Cooke, First Deputy Commissioner McClellan, Deputy Fire Commissioner W. Holden Weeks, Street Cleaning Commissioner Petherston and others made the tour of inspection as guests of the Citizens Street Traffic Committee. Mr. Eno is responsible for the traffic regulation put into force at Columbus Circle and that of years ago and it is believed that the new plan will result satisfactorily and that it will be adopted by the city at most of the congested traffic points.

JANDORE TO MOVE.

The Jandore Automobile Company, now at 3 West Sixty-first street, will move on October 1 to new, but smaller quarters at 1159 to 1163 Broadway. This change in the larger building, and to effect this a marked cut in price of cars, bodies, trucks, tires, tubes and accessories has been made. The sale will continue right up to the day of removal.

AUTO ATOMS.

Wicker bottle cases in all sizes have been popular all summer, as they are light, strong and make safe carriers.

Rear-end motor coats for women made of silk, Cortez crepe or silk mohair are pretty, durable and easy to clean.

A small leather case for pocket use has a through, small tube of powder and a small comb.

Enamelled duck punch carryalls have more pockets in this fall than ever before. They are favored companions on long trips, when meals are to be taken by the wayside.

Two new vells have made their appearance for fall use. One is a silk striped chiffon with half of the white plaid, so that the stripes do not interfere with the vision. Another is a shawl finished chiffon, with half the width of the plain white shawl and the other half in popular color combinations.

Hupmobile Reunion to Be a Big Affair

"DON'T forget our Hupmobile reunion Wednesday, September 9," says Charles E. Bloss. "The plan is to assemble in New York and motor to Coney Island. Dinner will be served at the Hotel Shelburne, and we will also have entertainment and dancing there, offering as a prize a silver Hupmobile cup."

"Two hundred of our owners have already accepted, so we will have from 200 to 250 cars in line."

HOUPPT TAKES OVER MITCHELL LINE HERE

Has Seventy-five Counties in
Six States for Rich
Territory.

Harry S. Houpt has taken on the Mitchell line for New York and Philadelphia territories. The deal was consummated by Otto Friend, general sales manager of the Mitchell-Lewis Motor Company. Mr. Houpt will handle the Mitchell cars through his three establishments—New York, Brooklyn and Philadelphia—and will continue to handle the Loxley, which he has represented for the last year and a half. Dealers who have been handling the Mitchell in this territory will continue under Houpt's supervision, and in those communities where Mitchell is not represented new dealers will be established.

Included in the new Houpt territory are seventy-five counties in the States of Connecticut, New York, New Jersey, Pennsylvania, Delaware and Maryland, embracing a population of over 10,000,000. This is considered by automobile men the richest possible selling territory. Mitchell cars in recent weeks were of popular cars and his selection of the Mitchell was made after careful searching analysis of the Mitchell organization and its product.

"I found from general manager to purchasing agent one of the most evenly balanced and strongest organizations I have had the pleasure of coming in contact with in the automobile business," said Houpt yesterday. "John W. Bate is a manufacturing genius, scarcely with equal in the business. The Mitchell plant covers thirty-three acres and the records show that Mitchell has from the start of the automobile business been one of the strongest factors and ranks among the six largest manufacturers of the world."

"One thing that particularly interested me was Mitchell's new \$1,250 car, which in my opinion outranks any car in its class, both in ability and lines. This is the most evenly proportioned car I have ever seen and is architecturally perfect. It has every convenience and improvement the highest priced cars possess."

Houpt has already commenced plans for his new territory and will start work at once closing up his territory. He has appointed William Wield wholesale sales manager, and under Wield's direction the following will cover the Houpt territory: E. J. McLaughlin, Harry P. Flowers and Ralph D. Earle. They expect to put in 100 dealers. A stock of \$150,000 in repair parts is being carted to take care of owners of Mitchell cars in the territory.

RUBBER FOR GOODYEAR.

Atlantic Transport Boats Bring in
Good Quantities of Crude.

The Minnetonka, which left London August 22, when it arrived in New York carried among other things a large quantity of rubber for the Goodyear Tire and Rubber Company. The rubber in this cargo, as well as shipments already received and still others on the way, are mentioned by Goodyear as proof of the basis on which they recently announced "no war prices" on Goodyear tires.

The Minnetonka, now on the high seas and bound for London, will carry hundreds of tons more—and all of these shipments are direct grade rubber, which Goodyear obtained through cash purchase in the early days of the war scare. This rubber was purchased at approximately before the war prices and the purchase was effected before other rubber buyers came upon the London scene of action. Crude rubber for Goodyear is also coming from the primary markets of the Far East, and Goodyear officials believe that regardless of how long the war may continue, so long as the naval situation is not reversed there will be no serious interruptions to shipping, and the rubber situation will not be menaced. "There is no excuse today," said a Goodyear official, "for the maintenance of war price advances on automobile tires."

HIGH GRADE CARS TO BE UNDISTURBED

Packard Dealer Analyzes the
General Situation as
He Sees It.

LOSSES WILL BE BALANCED

When Vacation Season Is Over
Business Should Be Good,
He Says.

By M. J. BUDLONG.

The sale of high grade American cars will suffer very little on account of the European war, for the very simple reason that what is lost on one side will be made up in another. The war naturally has affected business in New York more than it has in the West and in New York it naturally has affected such industries as the automobile business more than it has affected trade in the common necessities. The injury cannot be very great, however, nor can it be permanent.

Even now, with the war only a few weeks old, I have noticed signs of a freer buying spirit than recently prevailed. The capacity of the United States for adjusting itself to intense situations will prevent business stagnation now that the first shock of Europe's terrible tragedy is over. Of course, there are some people who are so hard hit by the war that they will conserve every resource for a long time to come, but, meanwhile, there are others who will profit by a readjustment of conditions and who will conduct their business and personal affairs accordingly.

The temporary cessation of importation and exportation and the closing of the New York Stock Exchange has created a new condition of affairs for which we were not prepared, and has brought the business of 35,000 brokers, importers and exporters to a standstill, temporarily, at least. Strange as it may seem, the upward condition will not affect greatly the high grade American car business. Although we sold a great many more cars in this locality during the past season than during any of several previous seasons, very little of our trade came from the financial district. Other pursuits have been more prosperous and have supplied the demand.

At the moment it is difficult to make a complete analysis of the high grade car situation on account of the fact that a large number of people who can afford and buy the best cars are still out of the city on their vacations. Indications are that at the worst any reduction in trade will be merely temporary, because those of our patrons who are in the market for cars, but who have held off in placing their orders, have invariably said that they are going to buy just as soon as business becomes adjusted to the new conditions.

A large number of Americans who ordinarily spend many months in Europe are now forced to return home, in many cases without their old cars, which have been confiscated on the other side, and in many cases without new cars which they had intended to purchase in Europe. This will mean an immediate and greatly increased demand for high class American cars. Also within the last few days we have received many orders from men connected with various industries that have immediately prospered as a result of the war and who, in some cases, have made tremendous sums within a short space of time.

Another influence which will have a permanent as well as a temporary good effect upon the American high grade car business is the far-paced elimination of the foreign made cars, owing to the

Lighting Up Time the Current Week

Today, Sept. 6, 6:56 P. M.
To-morrow, Sept. 7, 6:54 P. M.
Tuesday, Sept. 8, 6:53 P. M.
Wednesday, Sept. 9, 6:51 P. M.
Thursday, Sept. 10, 6:49 P. M.
Friday, Sept. 11, 6:47 P. M.
Saturday, Sept. 12, 6:46 P. M.

inability of their importers to guarantee delivery and to supply parts and supplies. Many of those who have driven foreign cars previously have done so as a matter of habit more than anything else and have not realized the superior qualities of American cars, particularly for American conditions. Invariably their first purchase of an American car leads to their complete conversion, a fact which is borne out by our experience that the very best customers we now have are among those who have formerly owned and driven foreign cars.

Eight hundred representatives of European countries are negotiating here for the purchase of hundreds of heavy motor trucks. Continental truck makers are absolutely unable to supply the trucks required by the different large armies. Europe must have trucks, both for war purposes and to take the place of those vehicles which have been requisitioned by the different Governments.

While Europe's calamity is almost incomprehensible, the United States has no reason to feel that it will do so. I absolutely predict a gradual readjustment of trade conditions to meet the new requirements which have been thrust upon us, to our advantage as well as to our disadvantage. There seems to be no real foundation for calamity howling.

FORD ENGINES HAVE LESS BURDEN TO HAUL

7.95 Pounds to Each Cubic Inch
of Piston Displacement
Is the Ratio.

DETROIT, Sept. 5.—An automobile expert of national reputation recently made some investigations to discover for himself the secret of "pulling power" and the "animation" of Ford cars. Ford cars are recognized everywhere as being exceptionally light in weight, yet they also have refused to take second position to any car in ability to "go and come back" and to negotiate grades. The engineer in question wanted to know why, for the problem of weight is a nice one involving such important factors as safety, power and economy of operation.

The number of cubic inches of piston displacement gives the fairest idea of relative power and therefore furnishes an accurate basis for comparisons of the "pulling power" in question. The investigator made some interesting discoveries, proving that the exceedingly high power per pound weight of the Ford is borne out by the results obtained from a comparison of ratios of weight to cubic inches of piston displacement.

All the leading American cars were compared. The average for all except the Ford is somewhat over 11 pounds of total weight to each cubic inch of piston displacement. The Ford, it was found, has the lowest weight to power ratio of any car. Its figures of 7.95 pounds to each cubic inch of piston displacement show why it claims and performs generally as it does.

The police have been quite active in various towns of the State. In Rutland a Massachusetts motorist who had not

AUTO TRADE SHAKES OFF WAR INFLUENCE

August Shipments Ahead of Last Year and Good
Fall Business Is Expected.

Although the European war caused an almost complete shutdown of the American automobile trade the first two weeks in August, reports received at the meeting of the directors of the National Automobile Chamber of Commerce just held in this city show that a reaction has taken place. Shipments the past two weeks were far ahead of the same period last year.

The traffic department figures showed that during August, 1913, the automobile industry shipped 4,469 cars, while last month the shipments were 6,470, most of which were made during the last two weeks of the month. It is believed that

the fall trade will be nearly up to earlier expectations.

It was decided that the present was an inopportune time for a convention of commercial vehicle manufacturers and a date for holding one will probably be decided upon for late in the year.

There was an interesting report from the patents committee relative to the automobile patent situation and also in regard to the proposed changes in the patent laws at Washington. The directors adopted a resolution expressing their disapproval of various accessories and distributors having contravention among themselves on patent rights, bringing suits against the makers of motor cars.

Leaving Fairview, instead of crossing the railroad turn left into Robinson Boulevard, a straight stretch of several miles provides very good going to Brookhaven.

From Brookhaven to Southampton the road is in better condition than ever before, with the exception of a few rough spots near Tangle. This trip from Fifth avenue, Manhattan, to Southampton, a distance of ninety-six miles, was made in three hours the latter part of July.

At the Peace Monument in Jamaica the road has been finished and the Merrick road is now in good condition to Valley Stream. From this place the road is in fair condition through Hewlett, Woodbury and Coram to the New York city line. A part of this road is of warrent, including that portion lately built from the New York city line to Rockville Centre.

There has been some agitation lately about the improvement of the road from Rockville Centre to Long Beach. This road is in fair condition, the bridge having just been made safe by the expenditure of some \$3,000. It is thought by some that the two dangerous grade crossings on this road should be eliminated and that two or three new bridges need to be built. A report has been received that between 3,500 and 4,000 automobiles passed over this road on a Sunday in July.

Connecticut and Beyond.

The Boston post road is in good condition to Milford, from which the six models, stopped off at South Bend to inspect the corporation's plants, they made ready for a long, hot, dusty walk. However, they were piloted to a shaded platform where they stood in waiting two long flat cars carrying more than 200 chairs. The dealers piled on a locomotive of the factory railroad line was hooked to the rear end, and away rolled the party, in comfort, while the vista of plants was passed in review.

The idea of a special train as a vehicle for factory inspection was new to the visitors. It is part, however, of the standard arrangement at the South Bend plants, whenever a party of such size is being entertained. So thoroughly has the whole plan been systematized that the trip can be made to include an entire day's travel in case a thorough inspection is to be made.

The dealers were naturally most interested in the three big plants at South Bend devoted to the manufacture of parts for the Studebaker line. These plants are the ones devoted to building bodies, springs and cylinder castings. All are of recent installation.

The body plant not only manufactures bodies from the steel and iron, but also makes trims and upholsters them.

Every night a train, loaded with bodies, springs and cylinder castings, leaves South Bend for the Studebaker automobile plants in Detroit, where the various South Bend built parts are delivered the next morning.

EAGER OVER DODGE BROS. CAR.

Colt-Stratton Co. Receive Inquiries
About New Machine.

The announcement of the Colt-Stratton Company, as dealers for New York City, Westchester and vicinity for the Dodge Bros. car, has been followed by a great number of inquiries from sub-dealers in the territory anxious to become affiliated with the local representatives of the famous parts makers of Detroit who are making a car of their own just now.

The Dodge Bros. have made the Dodge car apparently a favorite subject for conversation everywhere among automobile agents and dealers and there is a keen desire in this district to have the new machine representing the new machine.

Speaking of the number of inquiries for territory, not to say letters from persons eager to buy one of the new cars for personal and family use, William L. Colt of the Colt-Stratton Company says: "This would not be so remarkable were it not for the fact that they don't know any more about the car than you do. Dodge Bros. are keeping the details absolutely secret. I went through the factory and talked with perhaps a half dozen member of the sales department, but not one fact could I learn about the price, size, weight or anything else."

"The day I was there the office was full of visiting dealers from all parts of the country. The inquiries of all of them met with the same response. But in spite of the fact these experienced dealers are willing to stake their futures on the connections they were there to make. They are not taking much chance, I guess. Dodge Bros. have made this car for nearly half the cars in use in this country today. They are now giving up that branch of manufacture and will devote their entire facilities to the making of their own car."

"They have too much at stake not to succeed. And their dealers are bound to succeed with them. I believe that the entire output will be sold within sixty days after the first car is on the streets."

Mercer Out of Racing Temporarily.

Following the accident in the Elgin road race on August 22, when Spencer F. Mercer was killed and his mechanic, John C. Jenter, later died from injuries received, the Mercer Automobile Company has decided to discontinue racing for the remainder of this year at any rate.

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News of the Roads for Motor Tourists

(Furnished by Bureau of Tours, the Automobile Club of America.)

Long Island.

Queens Boulevard is in good condition to Jamaica. Hillside avenue is also in fine shape to the Rocky Hill road. Then the Jericho turnpike is in good condition through Mineola to Jericho. Here a road turns right and is fair macadam through Hicksville to Massapequa, on the South Shore road.

From Jamaica the Hempstead and Bethpage turnpikes are in good condition and there is a good dirt road to Babylon. The road from Babylon is good to Bay Shore, and now that the repair work is completed in Bay Shore village the road is good to Saxon avenue, the dividing line between Bay Shore and Islip. Here a detour is necessary over a dirt road along the north side of the railroad tracks to East Islip. From this place the road is poor to Sayville and somewhat worn and bumpy to Patchogue.

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